



EXHIBITION HALL ■ VETERANS MEMORIAL COLISEUM ■ WILLOW ISLAND ■ ARENA

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ALLIANT ENERGY CENTER LAUNCHES NEW USER-FRIENDLY WEB SITE

MADISON, Wis - The Alliant Energy Center has completed a comprehensive redesign of its Web site. Added features and a sleek new look highlight the upgrade. The new site, which remains at www.alliantenergycenter.com, launches August 26, 2008.

To provide essential information to our diverse clientele, the Web site features three distinct sections – Planners, Exhibitors and Guests. This approach allows users to find the information important to them at the click of a mouse. Planners now have the ability to fill out an online Request for Proposal and see sample floor plans for any of the versatile spaces at the Alliant Energy Center. Exhibitors have convenience at their fingertips with the ability to order trade show and expo booth furnishings and services. Guests have important information within the click of a button including current tickets on sale, information about Madison and a complete list of hotel accommodations throughout the area. The ease of finding information makes planning, exhibiting or attending an event at the Alliant Energy Center easier than ever!



The new www.alliantenergycenter.com home page.

“We are very excited about the launch of our renovated Web site, and I’m confident users will love the added features” said Shirley Kaltenberg, Alliant Energy Center Sales Manager. “It is faster and easier than ever before for our visitors to gather information.”

The site also includes an expanded Media Room with an extensive photo gallery, video tours, press releases and media fact sheets. Users can view monthly newsletters and sign up online to receive them via e-mail. The Media Room is perfect for everyone – planners, exhibitors, guests and members of the media – to see read about events coming up at the Alliant Energy Center.

Check out the great new features www.alliantenergycenter.com has to offer – this is one site you’ll want to bookmark! To find out more about the new Web site or events at the Alliant Energy Center, visit www.alliantenergycenter.com or e-mail Ted Ballweg at ballweg@alliantenergycenter.com.

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About Us: the Alliant Energy Center is a full-service multi-building complex situated on a 164-acre campus in Madison, Wisconsin. It features Exhibition Hall and Veterans Memorial Coliseum, as well as an Arena building, agriculture exhibit buildings, and the Willow Island natural area. Information on the Alliant Energy Center and its many events is available at www.alliantenergycenter.com.